



# DENIM DAY

**STEP FORWARD**

TAKE A STAND AGAINST RAPE

## Denim Day Event Timeline

### October/November

Secure event site including tables etc.  
Select event coordinator

### Mid February - Denim Day meeting 1

- Determine committees and assign responsibilities
- If plan to distribute denim bags to emergency department begin securing organization to stitch bags (i.e., hospital auxiliary, Family and Consumer Science classes in high schools, women's philanthropic organizations, college Textile and Apparel Management classes, church groups, friends of rape and abuse crisis shelters)
- Organize groups to solicit donations for bags (i.e., toiletries, flip-flops, drawstring pants, t-shirts etc.)

### March Week 1 – Denim Day meeting 2

- Order Denim Day Pins
- Print bookmarks, posters and flyers
- Discuss suggestions for giveaways
  - Denim Day pin and bookmark
  - Resource and contact information for potential collaborators
  - Snack donations
- Each committee announce current standing with other committees
- Announce any problems or concerns with current tasks
- Solicit speakers for event (i.e., law enforcement, rape & abuse shelter director, local/state dignitaries etc.)
- Request local mayor issue a Proclamation for Denim Day
- Solicit exhibitors
  - Campus Groups/ Organizations
  - Community Groups
  - Rape & Abuse Crisis Services
  - Martial Arts Academies
  - University or local law enforcement
  - State Department of Health; Injury & Violence Prevention Program & Office on Women's Health
- If it is a campus organization, be sure to talk to the faculty director

### March Week 2 – Denim Day meeting 3

- Each committee announce current standing with other committees
- Announce any problems or concerns with current tasks
- Create a standing list of committed exhibitors and collaborators

**March Week 3 – Denim Day meeting 4**

- One member from each committee email Coordinator with current status
- Maintain contact with exhibitors

**April Week 1 – Denim Day meeting 5**

- Each committee announce current standing with other committees
- Announce any problems or concerns with current tasks
- Distribute and post flyers
- Contact local media for event coverage
- Sign up for shifts to work at Denim Day event

**April Week 2 – Denim Day meeting 6**

- Continue working on separate committees
- Each committee announce current standing with other committees
- Continue posting flyers (these will get ripped off and/or covered up and we need to keep them visible...)

**April Week 3 – Final Denim Day meeting**

- Tie up loose ends
- Contact speakers for equipment needs for event
- Report committee accomplishments
- Verify shifts for the Denim Day event

***April Week 4 - Denim Day Event***

- 1-2 Days before event send Media Advisory to local media (radio, television and newspapers)
- Day of event send Media Release to local media